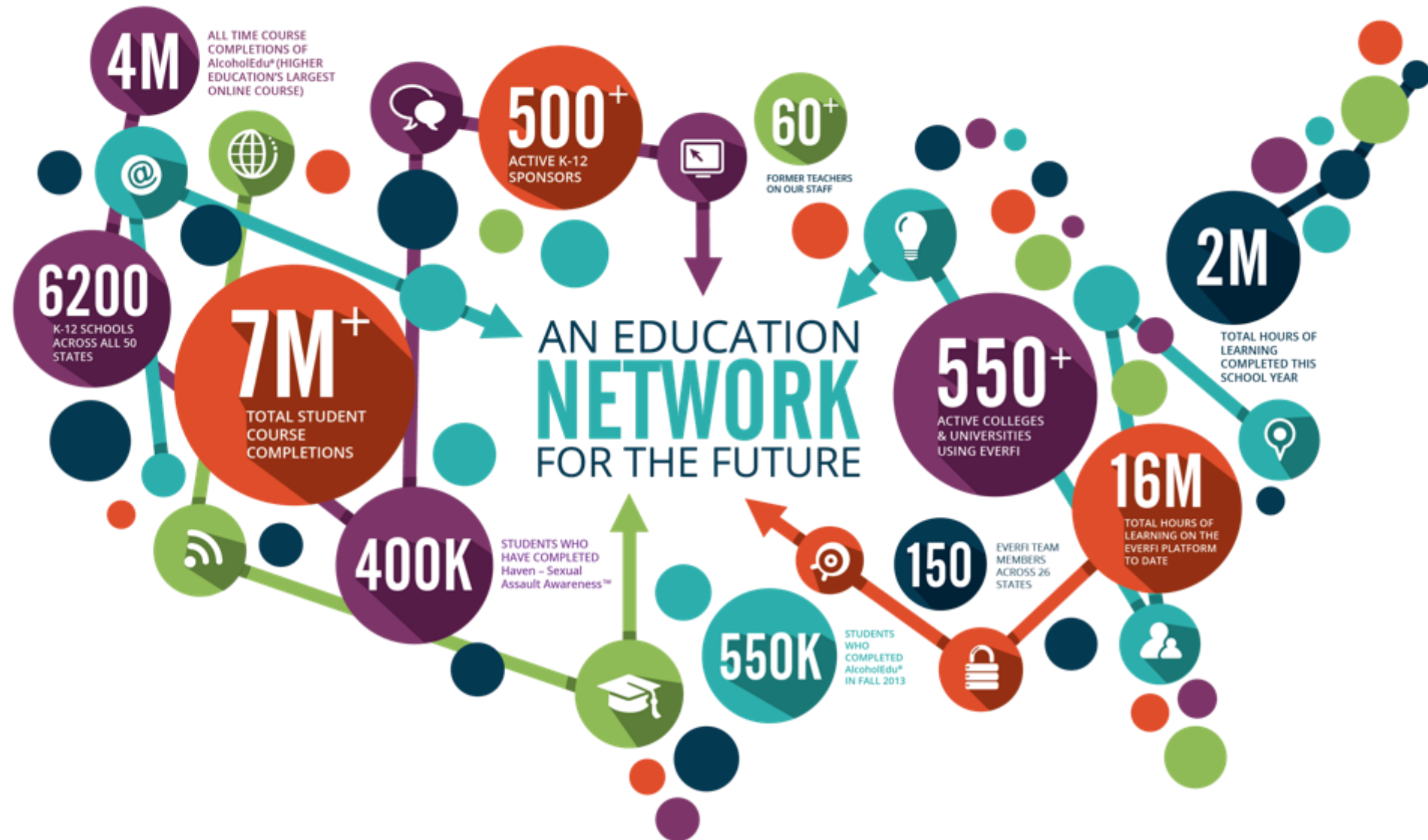


Strengthening Financial Education in Iowa: Data Driven Recommendations

May 2015



PROGRAM OVERVIEW



Financial Literacy Topics

NINE LEARNING MODULES

1. Saving
2. Banking
3. Payments, Interest Rates, and Credit Cards
4. Credit Score
5. Financing Higher Education
6. Renting vs. Owning
7. Taxes and Insurance
8. Consumer Fraud
9. Investing

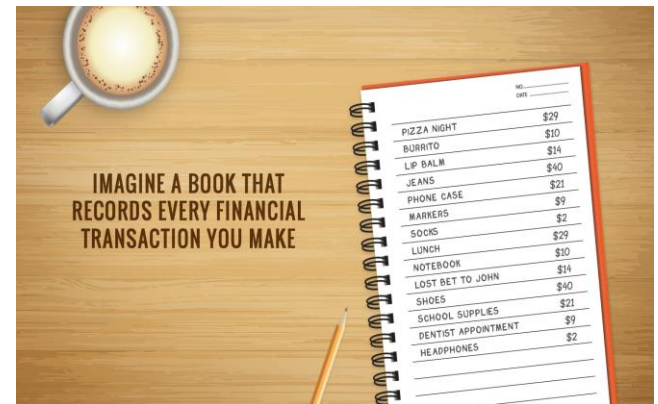


9th - 12th grade students

Iowa Core Aligned for Economics and 21st Century Skills

Pre & Post Module knowledge and attitude assessments

Approximately 6-8 hours



Iowa Financial Literacy Program



Instructional
Animation

Simulation &
Gamification

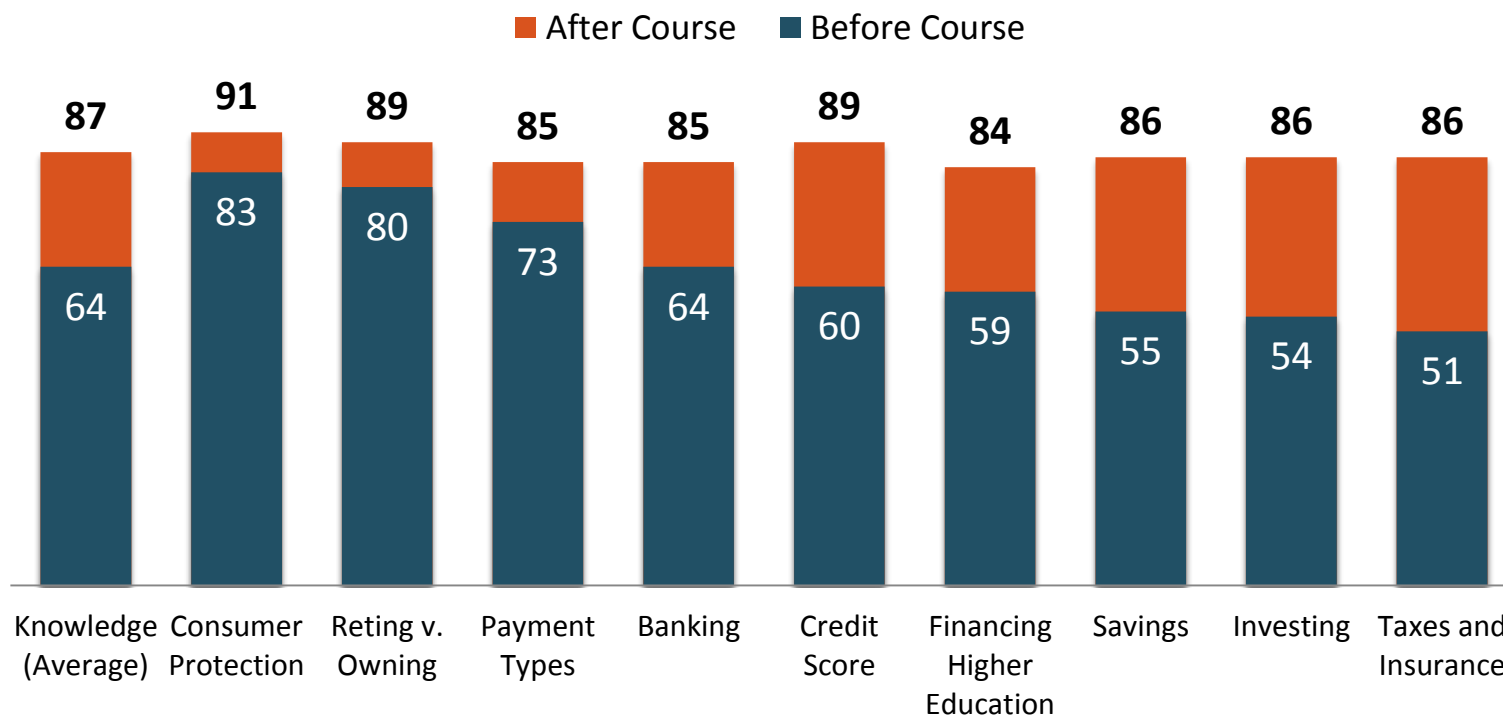
Digital badges with
social media
sharing capabilities

Online
assessments

IFLP Outcomes

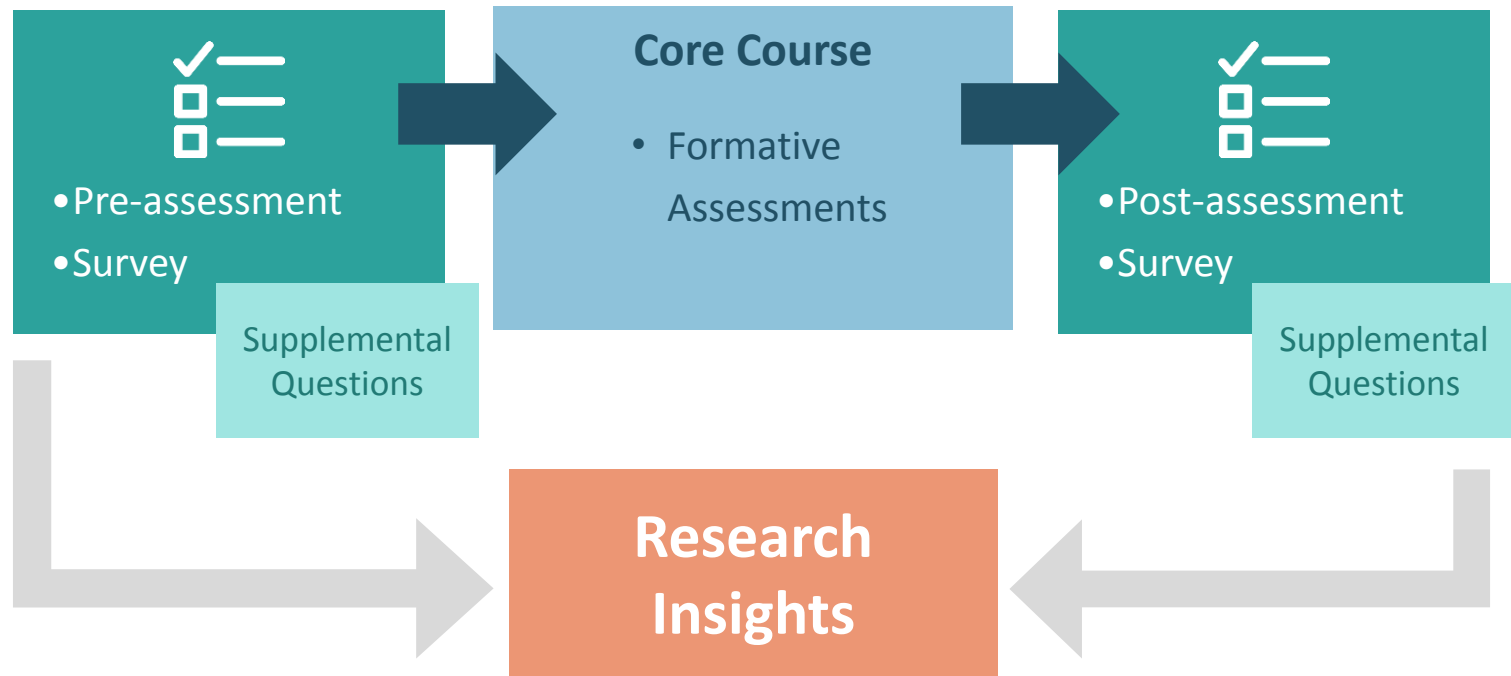
52,000 Students Reached in Iowa

Knowledge Gain

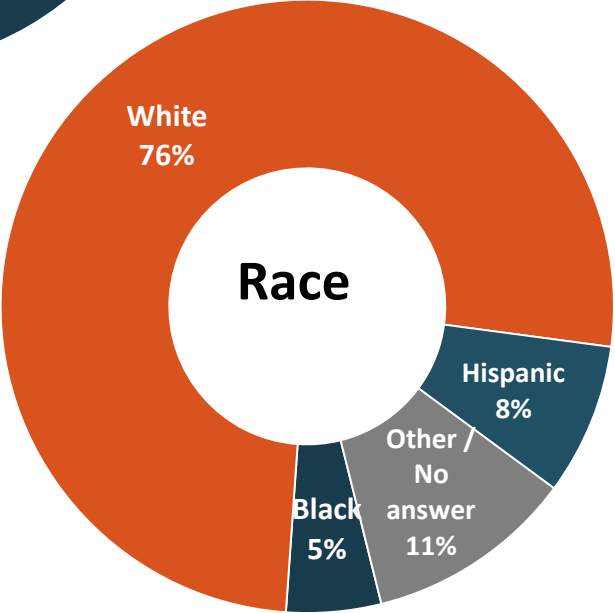
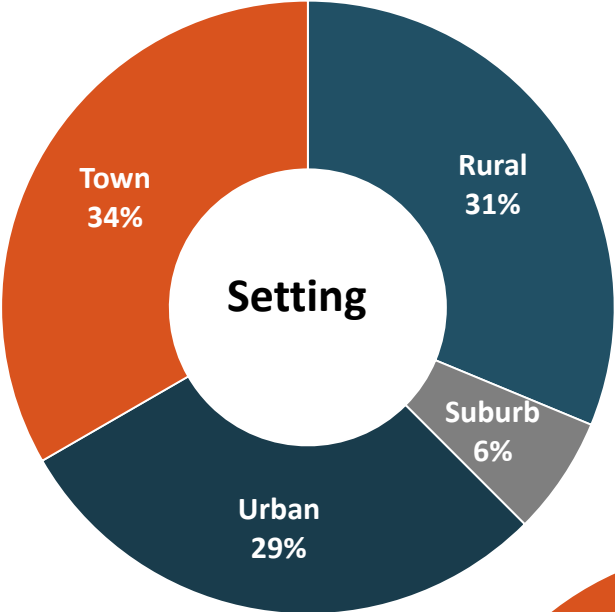


RESEARCH FINDINGS AND RECOMMENDATIONS

Research Process



Students Surveyed



What Students Know

“

I learned a lot of things that I didn't know before. This course is very useful for all the students that are going out in the real world.

”



RECOMMENDATIONS

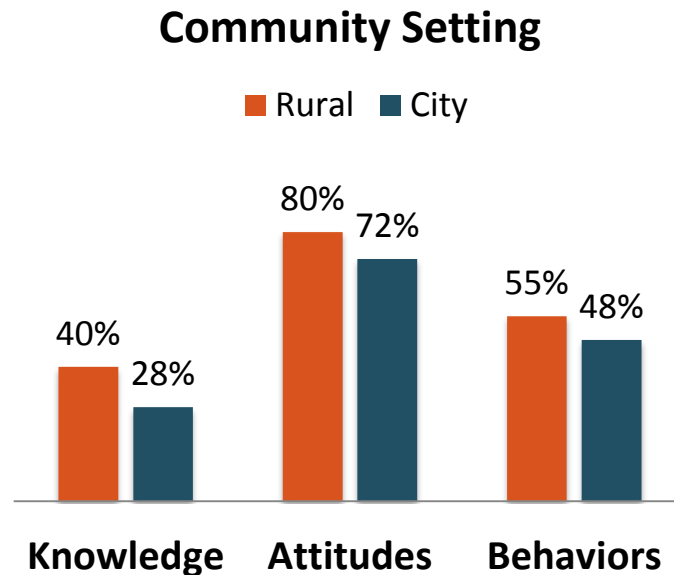
- 1 Support state-wide financial education
- 2 Promote cross-generational conversations
- 3 Prepare students to pay for college

#1: Support state-wide financial education

“

I love learning more about what we can do in the future. I'm now aware of what credit cards can be bad for, how renting can be better than owning a house, and learning about saving up money.

”

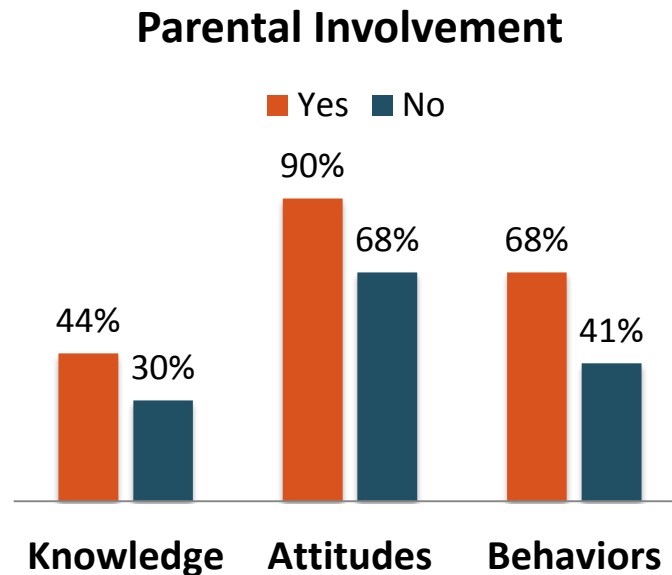


#2: Promote cross-generational conversations

“

There are many things I did not understand before taking this course, and once I took it, I have discussions with my parents all the time about finances.

”

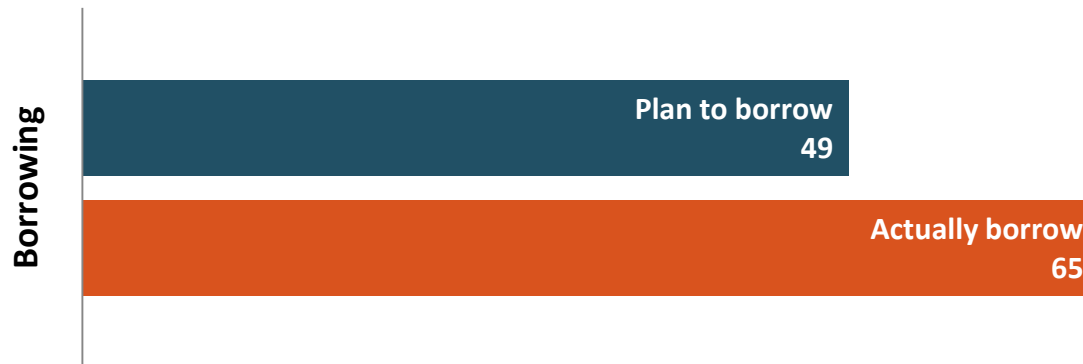


#3: Prepare students to pay for college

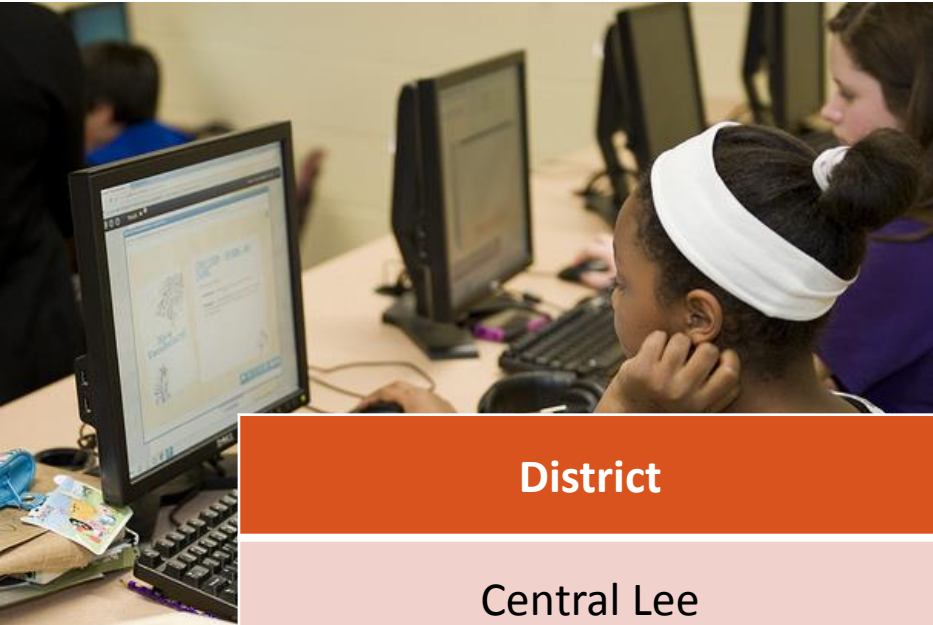
“

I like how the course showed me how to start preparing for college as well as what to expect when I am finished.

”



Implementing Financial Education: A Case Study



District	Implementation
Central Lee	21 st Century Skills
Des Moines	Economics
Sioux City	Guidance



QUESTIONS?

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